

## **Sheri Wells Expands her Mobile Media Empire with the Launch of SMS Magazine**

*SMS Expert, Sheri Wells, launches much needed industry publication to inform others about the latest trends, news, and carrier requirements associated with text messaging.*

(FV Newswire) March 09, 2010 -- With her ever expanding mobile media empire, Sheri Wells, CEO of SMS Media Group, announces today that she's releasing SMS Magazine that will give an in-depth look into the world of text messaging.

Targeted to high-level technology, business, and marketing executives; the industry publication will be distributed in digital format monthly and in print semi-annually through qualified subscription.

Sheri is recognized as one of the leading SMS messaging experts in the world, and has launched text messaging campaigns and applications in over 200 countries for media brands and government agencies including Reuters, Nielsen, and BBG.gov.

"Our industry needs a credible publication that informs about the ever changing trends, industry news, and carrier requirements," says Wells.

Text messaging is on the minds of every business and advertising agency, but few know where to start or how to go about launching a campaign or SMS application. Wells, a technology veteran with 8 years SMS experience under her belt, hopes that she can shed some light and smooth the process with SMS Magazine.

To subscribe, go to <http://smsmagazine.com> [<http://smsmagazine.com>]

### About SMS Media Group (SMSMG)

SMSMG is recognized as a leading mobile messaging company worldwide. Founded in 2002, the company specializes in permission-based SMS communications to cell phones. SMSMG's web-based mobile messaging platform, SMSdelivery™, allows any size business to send mobile communications to over 700 carriers in 200 countries.

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